

**Policies for the Promotion of  
Shokuiku  
(White Paper on Shokuiku)**

**The Fiscal Year 2019 Edition**

**[Summary]**

**Ministry of Agriculture, Forestry and Fisheries**

This report is the Policies for the Promotion of Shokuiku defined in Article 15 of the Basic Act on Shokuiku (Food and Nutrition Education) (Act No. 63 of 2005). The Act requires the national government to submit a report on measures that were taken for the promotion of *shokuiku* to the Diet each year. In this report, we describe the measures that were taken for the promotion of *shokuiku* in fiscal 2019.

# Table of Contents

INTRODUCTION	Basic Framework of the Policies for the Promotion of Shokuiku	1
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## Part I: Progress of Shokuiku Promotion Efforts

Featured Article: The Promotion of Shokuiku Among the Younger Generation

1. Positioning of Shokuiku for the Younger Generation in the Third Basic Plan	2
2. Characteristics of the Younger Generation	2
3. Current Status of Dietary Habits of the Younger Generation	2
4. Dietary Habits in Childhood and Viewpoint on Future Dietary Habits	6
5. Shokuiku Efforts Mainly Led by the Younger Generation	8

## Part II: Efforts for the Policies for the Promotion of Shokuiku

Chapter 1 Shokuiku at Households	10
Chapter 2 Shokuiku in Schools, Childcare Centers, Etc.	11
Chapter 3 Shokuiku in Communities	13
Chapter 4 Expansion of Shokuiku Campaign	16
Chapter 5 Interactions between Producers and Consumers, and Vitalization of Environment-Friendly Agriculture, Forestry, and Fisheries, and Other Practices	17
Chapter 6 Activities for the Inheritance of Japanese Food Culture	20
Chapter 7 Information Provision on Food Safety, Nutrition, and Other Related Matters	22
Chapter 8 Surveys, Studies, and Other Efforts	23

## Part III: Goals and Evaluating Progress of Shokuiku Promotion Efforts

Goals and Evaluating Progress of Shokuiku Promotion Efforts	24
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○ In principle, the numbers given in figures and tables are rounded off, and therefore may differ slightly in summation from the totals indicated.

# Introduction: Basic Framework of the Shokuiku Promotional Policies

## 1. Basic Act on Shokuiku (Food and Nutrition Education)

- The Basic Act on Shokuiku (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote *shokuiku* policies, thereby contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society at present and in the future.
- The Act positioned *shokuiku* as the basis of human life which is fundamental to intellectual, moral, and physical education, which helps citizens acquire knowledge about *shoku* [comprehensive term for food and nutrition, diet, meals, and way of eating] and the ability to choose the appropriate *shoku* through their various experiences, enabling them to adopt healthy dietary habits.

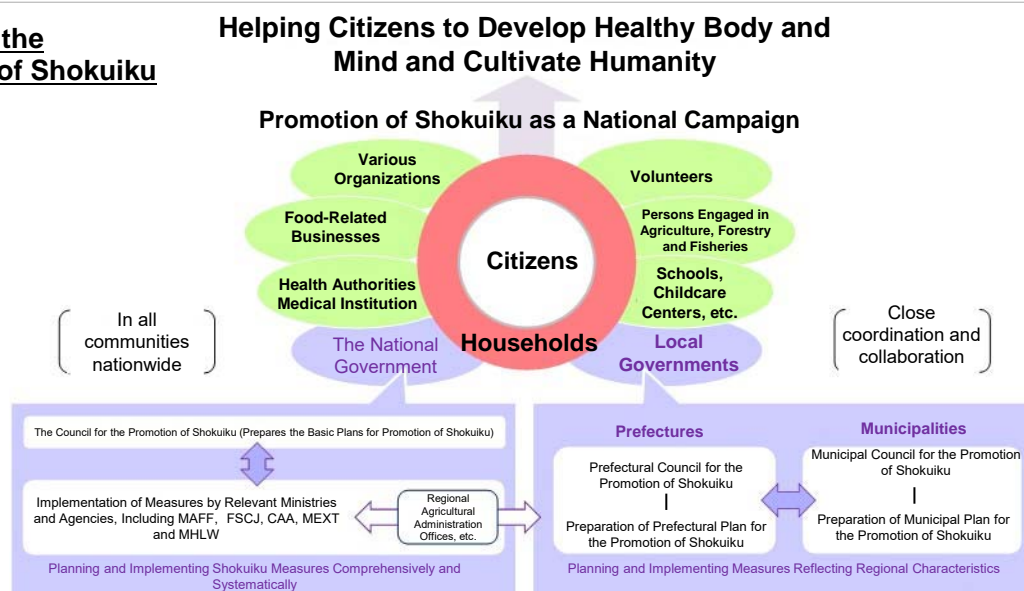
## 2. Basic Plan for the Promotion of Shokuiku

- In March 2016, “The Third Basic Plan for the Promotion of Shokuiku” (The Third Basic Plan) was created in consideration of the past achievements and challenges of *shokuiku*. The Third Basic Plan, covering five years from fiscal 2016 to 2020, sets the basic policies including targets for the promotion of *shokuiku*, and proposes measures to be taken for the comprehensive promotion of it.
- The following five priority issues were established as the basic policies:  
(1) the promotion of *shokuiku* among the younger generation, (2) the promotion of *shokuiku* tailored to diverse lifestyles, (3) the promotion of *shokuiku* that contributes to the extension of healthy life expectancy, (4) the promotion of *shokuiku* to raise awareness of sustainable food cycle and the environment, (5) the promotion of *shokuiku* aimed to pass down the Japanese food culture.

## 3. System to Advance Measures for Shokuiku

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs concerning the preparation and promotion of the Basic Plan for the Promotion of Shokuiku. MAFF is promoting *shokuiku* as a government-wide initiative in coordination with other relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Health, Labour and Welfare (MHLW).
- Rolling out *shokuiku* as a national campaign will require the national and local governments’ efforts and close coordination and collaboration among various community-level stakeholders, such as schools, childcare centers, persons engaged in agriculture, forestry and fishery industries, food-related business operators and volunteers.

### System for the Promotion of Shokuiku



## Part I : Progress of Shokuiku Promotion Efforts

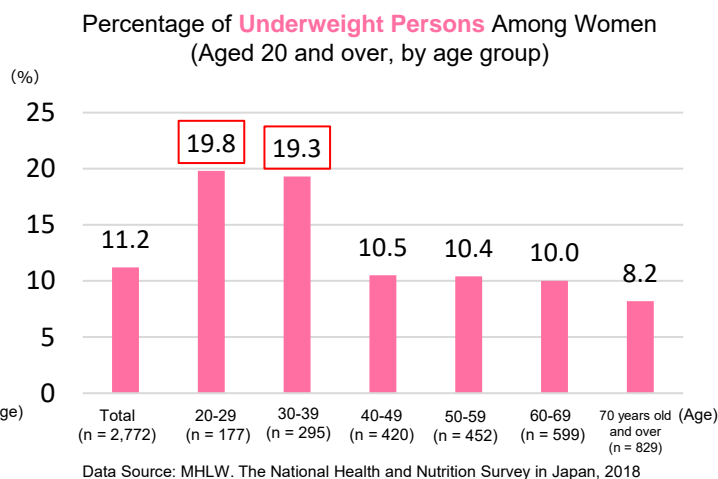
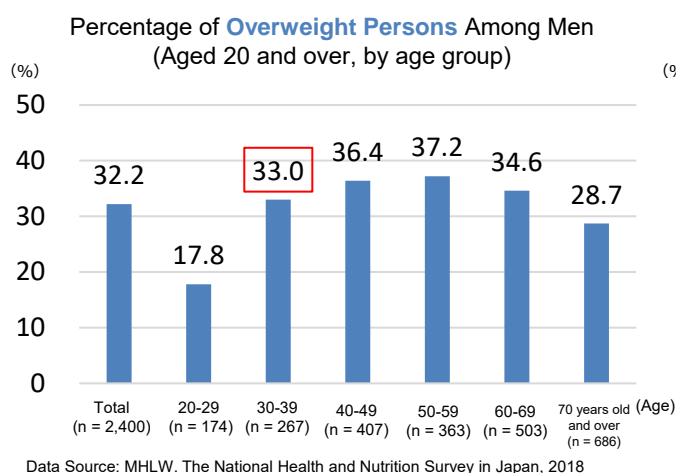
# Featured Article: The Promotion of Shokuiku Among the Younger Generation

## 1. Positioning of Shokuiku Among the Younger Generation in the Third Basic Plan

- The Third Basic Plan sets “the promotion of *shokuiku* among the younger generation” as one of its priority issues.
- The younger generation (people in their 20s and 30s) is a generation that needs to realize the importance of dietary habits from a young age to prevent noncommunicable diseases and extend healthy life expectancy and make even greater efforts to habituate healthy dietary habits towards the “era of the 100-year life”.
- The younger generation is also the generation that will raise children who will support Japan’s future and they play an important role in teaching the importance of *shoku* to the next generation.
- In this featured article, the current status of dietary habits of the younger generation is analyzed and introduces the efforts of *shokuiku* mainly led by the younger generation.

## 2. Characteristics of the Younger Generation

- In the younger generation, 68.5% of men and 73.3% of women think that their health condition is good.
- According to “The National Health and Nutrition Survey in Japan, 2018”, 33.0% of men in their 30s were overweight (BMI  $\geq 25\text{kg/m}^2$ ), and 19.8% and 19.3% of women in their 20s and 30s, respectively, were underweight (BMI  $< 18.5\text{kg/m}^2$ ).

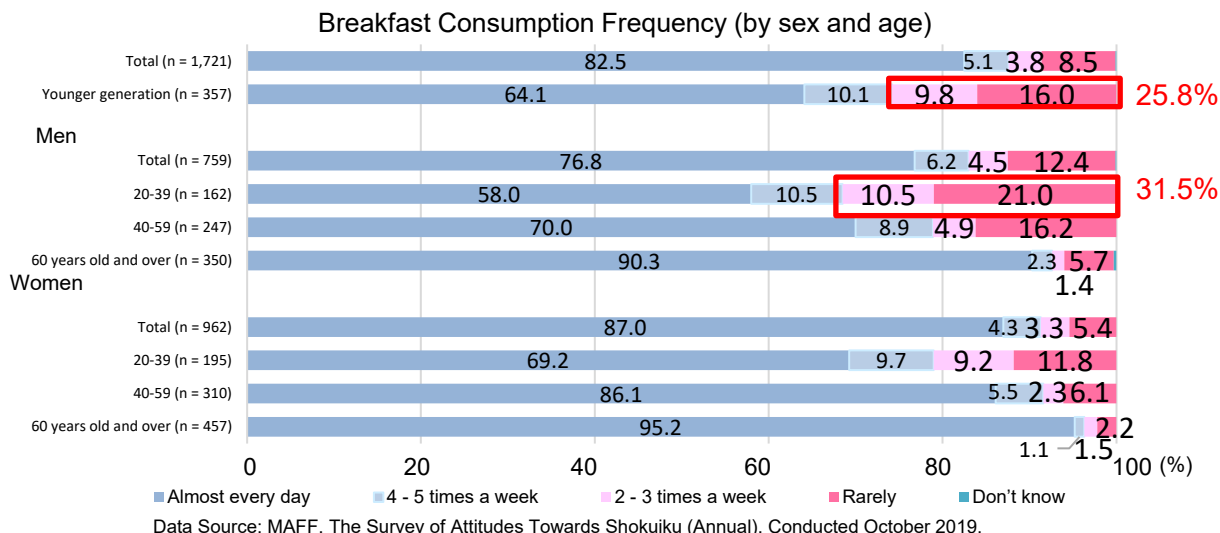


- In the younger generation, 65.4% of men and 75.9% of women were interested in *shokuiku*.

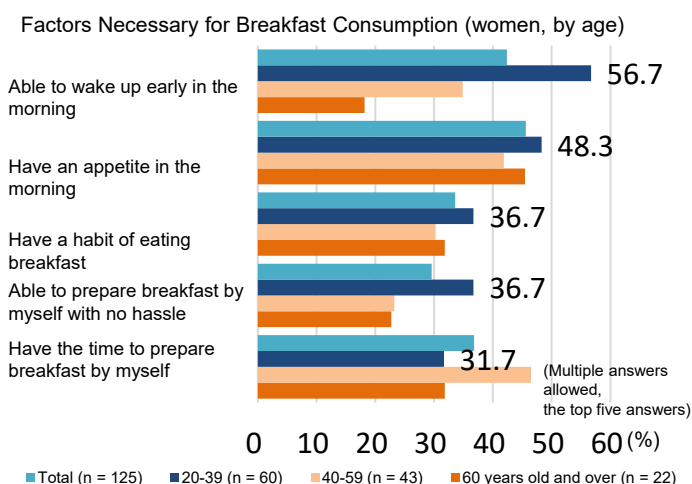
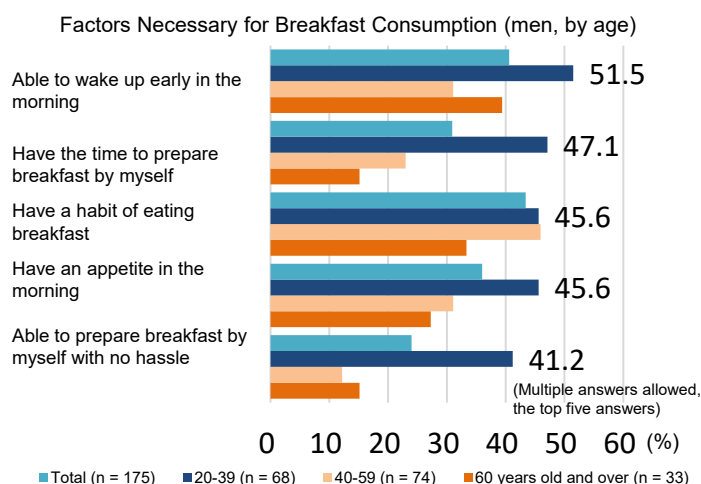
## 3. Current Status of Dietary Habits of the Younger Generation

- There are four targets related to the younger generation set out in the Third Basic Plan.
  - (1) Percentage of young citizens who skip breakfast
  - (2) Percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day
  - (3) Percentage of young citizens who have received and pass on traditional cuisine and table manners from their communities or families
  - (4) Percentage of young citizens who have the basic knowledge of food safety and are able to make appropriate decisions based on it

- For the percentage of young citizens who skip breakfast (those who “eat breakfast 2-3 days a week” and “rarely eat breakfast”), the target is to reduce it to 15% or lower by fiscal 2020. In fiscal 2019, the percentage was 25.8%. Particularly worth noting, 31.5% of men skipped breakfast.



- When those who skip breakfast were asked what are the factors that would make them eat breakfast, the most prevalent answer was “able to wake up early in the morning” for both men and women, followed by “have the time to prepare breakfast by myself” for men and “have an appetite in the morning” for women.



Data Source: MAFF. The Survey of Attitudes Towards Shokuiku (Annual). Conducted October 2019.

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## Case Study

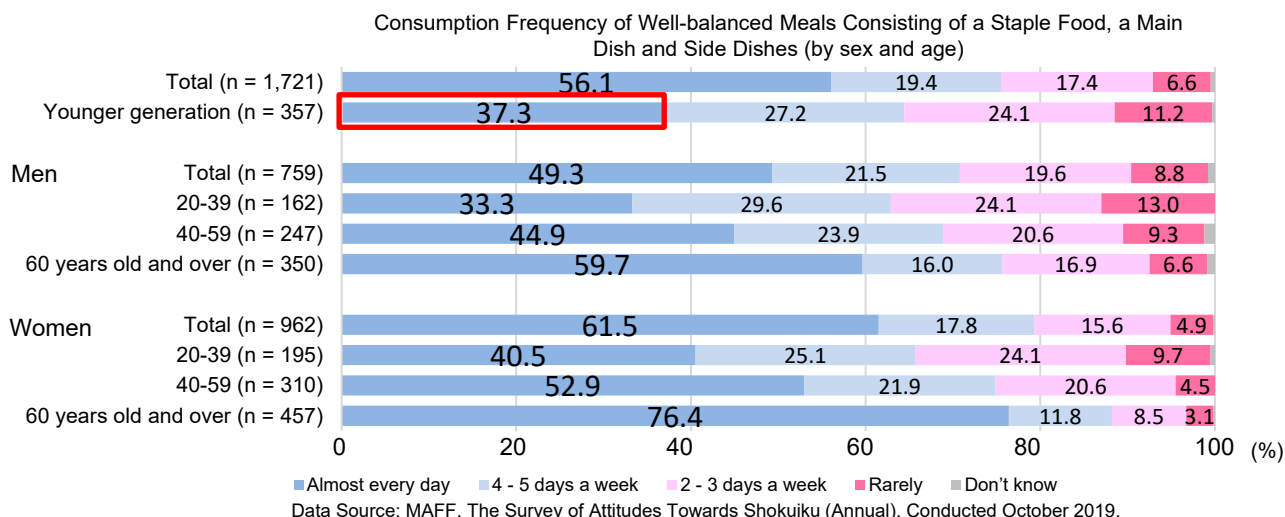
### Promotion of Shokuiku Project for the Younger Generation in Collaboration with Universities

- In collaboration with four universities in the prefecture, Nagasaki Prefecture has been implementing a “promotion of *shokuiku* project for the younger generation in collaboration with universities”.
- Students themselves have identified issues related to dietary habits of the younger generation and proposed project plans for addressing such issues. These include creating a collection of breakfast recipes and awareness-raising posters, and planning of breakfast cooking classes.
- Various publicity activities have been carried out, such as introducing the collection of breakfast recipes using SNS and offering tasting and selling breakfast food items at school festivals.

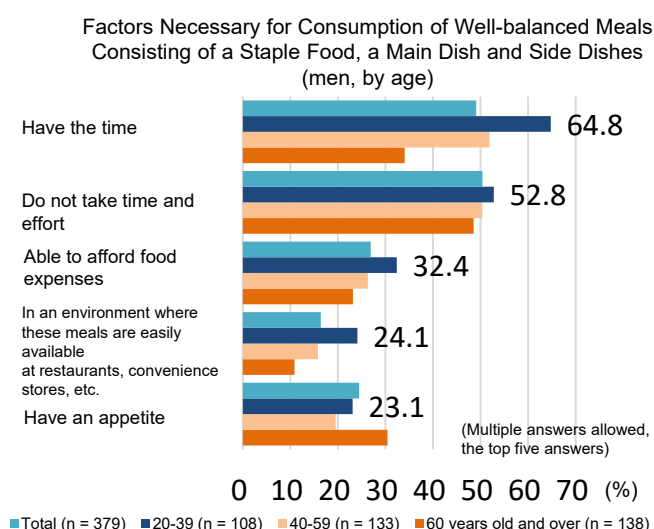


At a breakfast cooking class

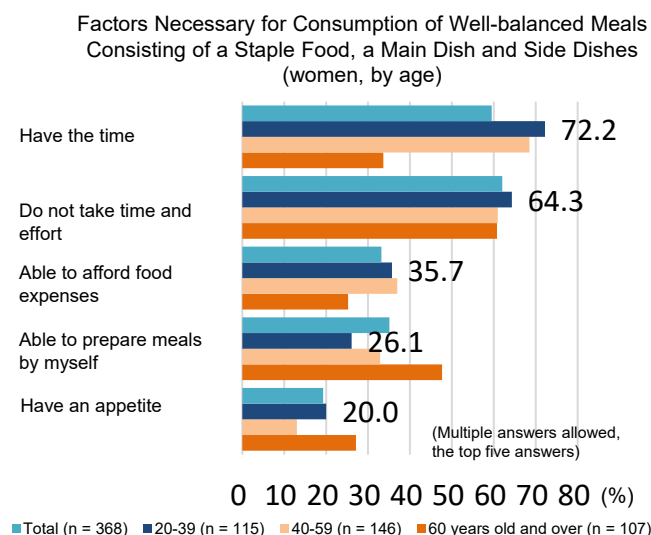
- For the “percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day”, the target is to increase it to 55% or higher by fiscal 2020. In fiscal 2019, the percentage was 37.3%.



- When those who do not eat “almost every day” at least two well-balanced meals consisting of a staple food, a main dish, and side dishes what are the factors that would make them eat more such well-balanced meals, the most prevalent answer was “have the time”, followed by “do not take time and effort” for both men and women.



Data Source: MAFF. The Survey of Attitudes Towards Shokuiku (Annual). Conducted October 2019.

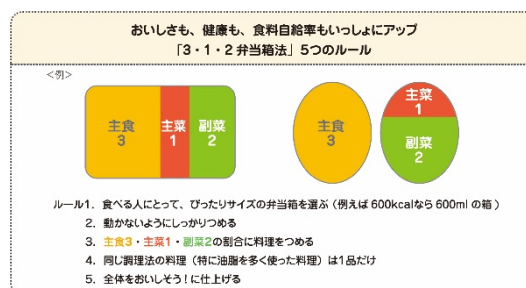


Data Source: MAFF. The Survey of Attitudes Towards Shokuiku (Annual). Conducted October 2019.

## Case Study

### Efforts Aimed at Behavioral Change of University Students for Appropriate Amount of Rice Intake - Hands-on Seminar on “The 3・1・2 Meal Box Magic”

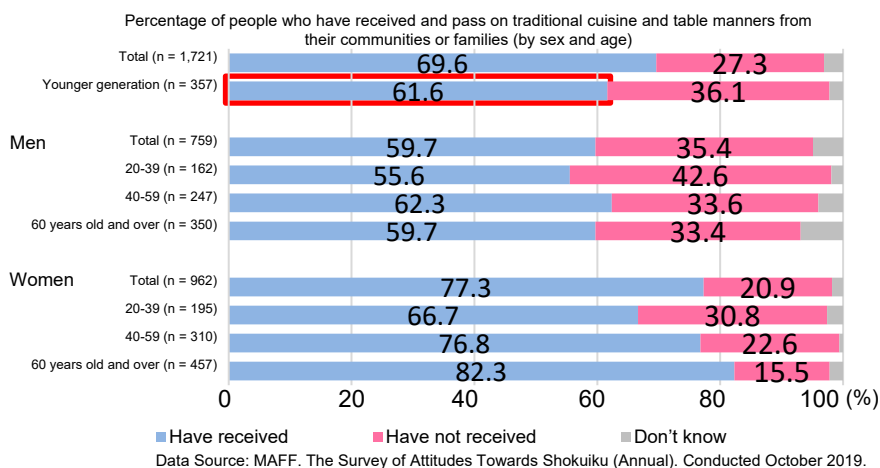
- Since 2010, Rice Stable Supply Support Organization has been offering a hands-on seminar on “the 3・1・2 Meal Box Magic” for university students to teach them about well-balanced meals consisting of a staple food, a main dish and side dishes.
- Based on the fact that there are many underweight young women and many people who eat a small amount of staple food (rice), the seminar uses a lunch box to teach students what a well-balanced meal looks like, which consists of an appropriate amount of a staple food (rice), a main dish and side dishes.



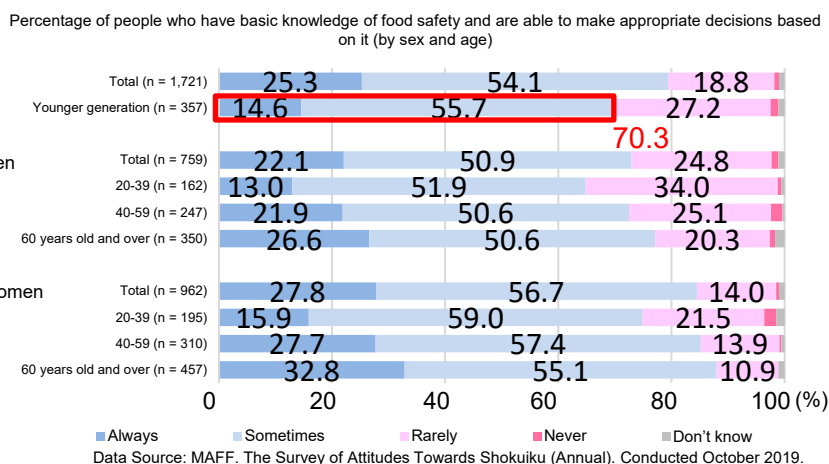
Five rules of “the 3・1・2 Meal Box Magic”  
 Data source: Prepared based on data of NPO Shokuseitaigaku jissen Forum (Research, Education and Promotion on Ecology of Human and Food)



- For the “percentage of young citizens who have received and pass on traditional cuisine and table manners from their communities or families”, the target is to increase it to 60% or higher by fiscal 2020. In fiscal 2019, the percentage was 61.6%, achieving the target.



- For the “percentage of young citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it (those who answered “always” and “sometimes”)”, the target is to increase it to 65% or higher by fiscal 2020. In fiscal 2019, the percentage was 70.3%, achieving the target.



### Case Study

## #Gameni Tsukuro Project - Passing on a Local Cuisine to the Future Generations



- *Gameni* (simmered root vegetables with chicken) is a local cuisine of Fukuoka, which is often eaten during New Years and festivals.
- The #Gameni Tsukuro project implemented by Fukuoka City aims to make people think about and practice healthy living through *shoku*, use local ingredients in daily meals and gain knowledge of and disseminate the food culture of Fukuoka by making Gameni.
- At a family cooking class, the participating parents and their children experience making Gameni, from preparing vegetables to cooking and serving it. The project aims to create an opportunity where people appreciate the pleasure of *shoku* with their loved ones through Gameni and pass on the local cuisine to the future generations.



At a family cooking class

### Case Study

## Examining Food Safety with University Students - Focused on Caffeine

- Nagoya City and FSCJ exchanged opinions with university students majoring in food and nutritional science on the basic concepts of food safety and caffeine overdose.
- Working in groups, students designed posters that call attention to caffeine overuse with catch phrases that would appeal to a younger crowd like themselves, such as “don’t be fooled by caffeine” and “do you really need that much caffeine?”.



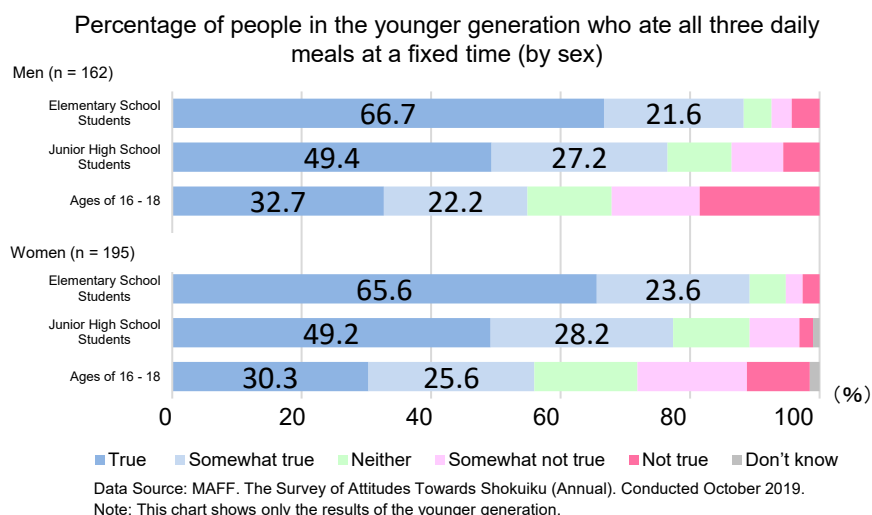
During group work



## 4. Dietary Habits in Childhood and Viewpoint on Future Dietary Habits

### (Dietary Habits in Childhood)

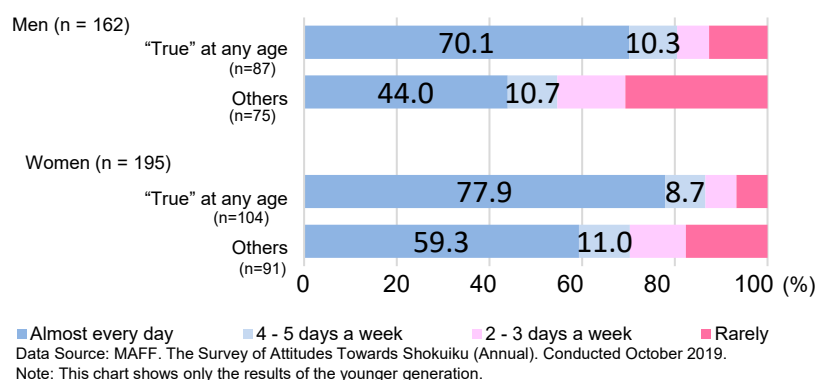
- When the younger generation was asked to look back on their dietary habits in their elementary and junior high school years and the ages of 16 to 18, the percentage of those who answered “True” to the description “At home, I used to eat all three daily meals at a fixed time” decreased.



### (Relationship between childhood and current dietary habits)

- Compared to other people, those who answered “True” (“True” and “Somewhat true”) to the description “At home, I used to eat all three daily meals at a fixed time” through all ages from the elementary and junior high school years to the ages of 16 to 18 answered that they eat breakfast “almost every day” now.

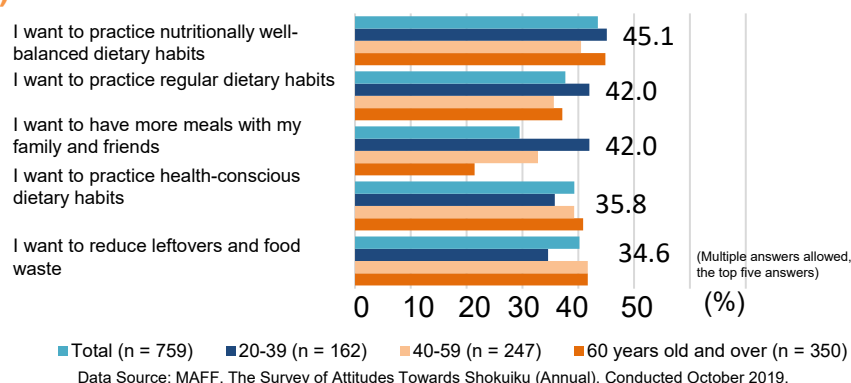
Relationship between childhood and current dietary habits of the younger generation (who ate all three daily meals at a fixed time) (by sex)



### (Viewpoint on Future Dietary Habits)

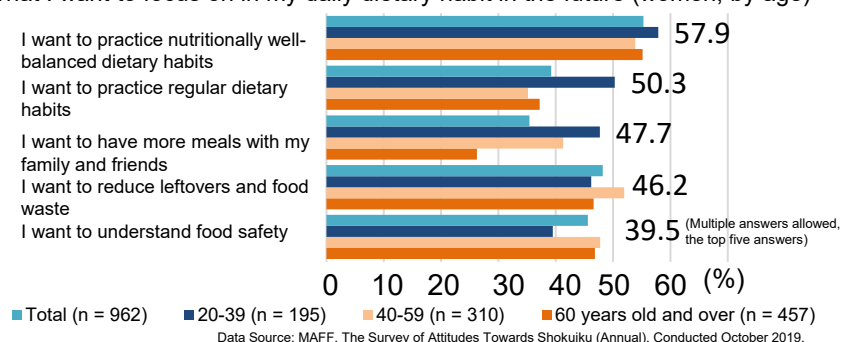
- In the younger generation, the most prevalent answer to the question to what they want to focus on in their daily dietary habit in the future was “I want to practice nutritionally well-balanced dietary habits” for both men (45.1%) and women (57.9%).

What I want to focus on in my daily dietary habit in the future (men, by age)



What I want to focus on in my daily dietary habit in the future (women, by age)

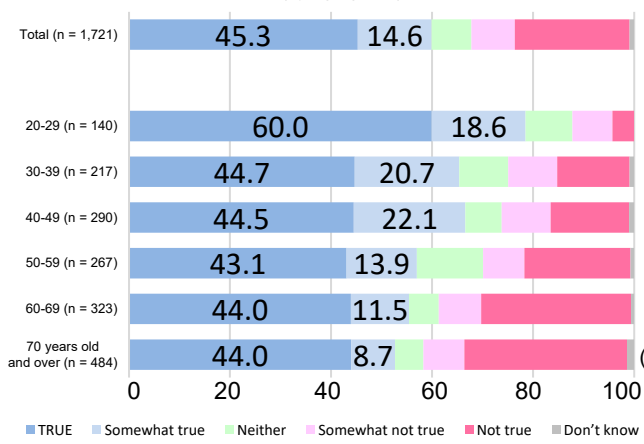
- Compared to other age groups, there were more people who answered “I want to practice nutritionally well-balanced dietary habits”, “I want to have more meals with my family and friends”, etc.



## Environment in Which the Younger Generation Grew Up (people in their 20s and 30s)

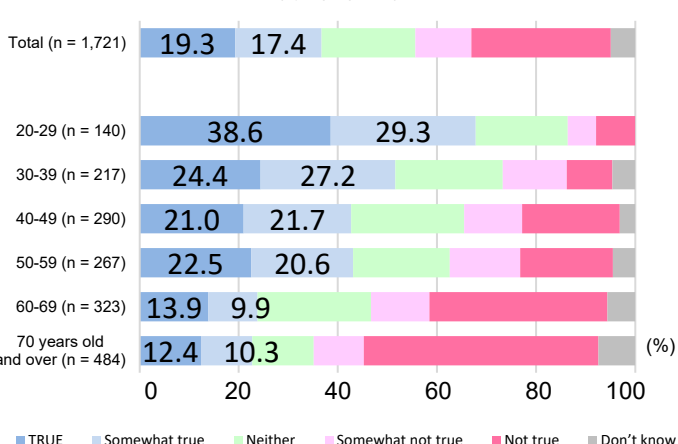
- In 2005, the Basic Act on Shokuiku (Shokuiku: food and nutrition education) came into effect and the nutrition and diet teacher system was established. Those who are currently in their 20s are the generation that grew up during the period when shokuiku efforts started to expand.

The percentage of people who participated in hands-on activities regarding food production in their elementary school years (by age group)



Data Source: MAFF. The Survey of Attitudes Towards Shokuiku (Annual). Conducted October 2019.

The percentage of people who received guidance on food at school in their elementary school years  
(by age group)



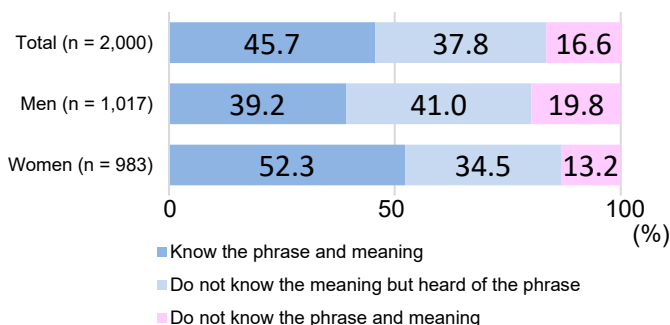
Data Source: MAFF, The Survey of Attitudes Towards Shokuiku (Annual), Conducted October 2019.

## Article

## Creation of Educational Materials for the Younger Generation Based on the Online Survey Results, etc.

- In fiscal 2019, MAFF conducted an online survey and group discussion to clarify the issues related to *shokuiku* of the younger generation. Based on the results of the online survey, it was found that about half of the people surveyed knew the phrase and meaning of a “meal consisting of a staple food, a main dish, and side dishes”.

Understanding on the “meal consisting of a staple food, a main dish and side dishes”



- Based on these, educational materials were created that give easy-to-understand tips for practicing the “just-right balanced dietary habits” for each person as the values and lifestyles of the younger generation diversify.

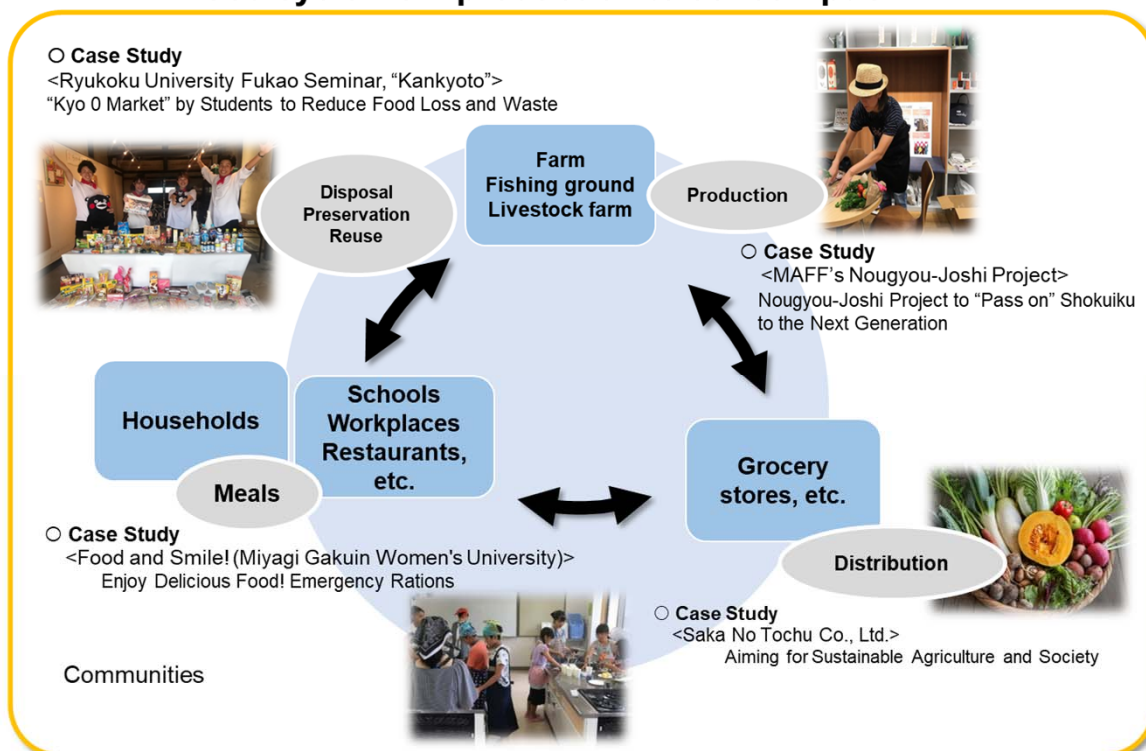


Excerpt from the educational material, "Think, try and spread the just-right balanced dietary habits with everyone"

## 5. Shokuiku Efforts Mainly Led by the Younger Generation

- This section introduces some of the *shokuiku* efforts mainly led by the younger generation in the food cycle from production to consumption (production, distribution, consumption, disposal/preservation/reuse process).

### Examples of efforts mainly led by the younger generation in the food cycle from production to consumption



Data Source: Prepared based on "A Guide to Shokuiku" by MAFF

Nature/Culture/Social Economy

### Case Study **Nougyou-Joshi (Female Farmers) Project to "Pass on the Importance of Food and Agriculture" to the Next Generation**

- The *Nougyou-Joshi* Project, which has been supported by MAFF since 2013, holds *shokuiku* events and opportunities to experience farm work as one of its efforts in collaboration with companies and educational institutions.
- On August 31 (Vegetable Day), 2019, "831 Yasai Festa" was held for preschoolers living in inner-city areas where they experienced harvesting, made vegetable bouquets, etc.
- Through the participation in the harvesting, quiz and other activities, children learned that various people were involved before vegetables reach their dinner tables. During the vegetable bouquet making session, they saw and touched different types and shapes of vegetables and learned about them while having fun.
- Utilizing the skills and real experience of female farmers, the Nougyou-Joshi Project makes efforts to spread the importance of food and agriculture through farm work experience, etc., and pass it on to the next generation.



At the "831 Yasai Festa"



## Case Study Aiming for Sustainable Agriculture and Society

- Under the goal of creating “sustainable agriculture for the next 100 years and beyond”, Saka No Tochu Co., Ltd. has developed a distribution system in cooperation with young newcomers mainly in the Kansai region, which allows the vegetables to reach their consumers even in cases of small yields.
- The company introduces vegetables on a TV program, offers vegetable cooking classes and produces “Yasai no Kimochi Karuta” cards for children to learn about vegetables while playing cards. Through these efforts, the company helps consumers have a better understanding of vegetables and enjoy them, for example, for their different colors and conditions depending on the harvest time.
- The company aims to realize sustainable agriculture and society by supporting newcomers who are highly interested in environmentally-friendly agriculture, such as organic farming, and communicating to consumers the authentic tastes and appearance of vegetables.



Visiting a farmer producing vegetables

## Case Study Enjoy Delicious Food! Emergency Foods

- “Food and Smile!” is a volunteer organization managed by students who are studying at Miyagi Gakuin Women's University to become registered dietitians. The organization aims to contribute to the revitalization of the region through food.
- While working in collaboration with local companies and residents, the organization developed and disseminated recipes using “emergency foods” that take into consideration hygiene and nutrition and can be easily prepared with any ingredient available at shelters and households with as little water, electricity and gas as possible.



Paella made by students using canned Mackerel

## Case Study “Kyo 0 Market” by Students to Reduce Food Loss and Waste

- “Kyo 0 Market” is an awareness-raising event held by students of Ryukoku University to convey their message of how “Mottainai” it is that there are many food items that are thrown into the trash before they are even used.
- They held a “Mottainai supermarket” by gathering food items before their expiry dates and offered them to visitors free of charge, “Food loss and waste karuta” where elementary school children learned about recycled materials, etc. in a quiz format, and “Eco-cafe” to introduce visitors measures to address food loss and waste and kitchen waste.



Students working at the “Mottainai supermarket” and food items displayed